

AMENDMENTS TO THE SPECIFICATION:

Please amend the specification as follows:

Page 11, please replace the paragraph beginning at line 12 with the following amended paragraph:

~~Embodiments~~ As shown generally in Figs. 9 and 11, embodiments also provide ~~comparative market analysis (CMA) information~~ a CMA List, which as shown is a list regarding sellers and their properties. In an embodiment, a web page showing subject property information in an easy-to-use, summary format is provided. The subject property information comprises a property identifier for one or more properties of interest. The property identifier may comprise an address or other identifier for a property. The subject property information also comprises a new appointments summary associated with the property identifier, an area activity summary associated with the property identifier, a seller name ~~accounts summary~~ associated with the property identifier, and a last login summary associated with the property identifier. The area activity summary comprises a number indicating the number of properties in a pre-defined area undergoing a pre-defined event (e.g., an addition to a property database or a change in status, such as a sale) since a previous view of a new area activity web page associated with the property identifier by the agent. The search may also be limited to pre-defined profile criteria and a pre-defined time range. The new area activity summary also comprises a date indicating the earliest date that a property in the pre-defined area underwent one of the pre-defined events since a previous view of the area activity web page associated with the property list ~~potential buyer name by the~~

agent. The date comprises the earliest date of modification (change or addition) date associated with the property(ies) in the property database that were added to the database or changed in the database, that are within the pre-defined area, and that meets the pre-defined search criteria, and were modified after the previous view of the area activity web page associated with the buyer name by the agent.

Please delete the paragraph beginning at page 15, line 12, which starts with "FIG. 2 shows" and add the following new paragraphs:

FIG. 2A is an exemplary illustration of adding a buyer, consistent with embodiments of the present invention.

FIG. 2B illustrates an exemplary flowchart of adding a buyer by an agent, consistent with embodiments of the present invention.

FIG. 2C shows an embodiment of a buyer information (or buyer list) webpage according to the present invention.

Please delete the paragraph beginning at page 15, line 20, which starts with "FIG. 6 shows" and add the following new paragraphs:

FIG. 6A illustrates an exemplary property detail page, consistent with embodiments of the present invention.

FIG. 6B illustrates an exemplary webpage allowing a buyer to obtain information about a particular property, consistent with embodiments of the present invention.

FIG. 6C illustrates a flowchart of an exemplary property search relating to FIG. 6B, consistent with embodiments of the present invention.

Page 16, after line 16, please add the following new paragraphs:

FIG. 20 illustrates an example of integrated messaging, consistent with an embodiment of the present invention.

FIG. 21 illustrates an example of a CMA Services agent page, consistent with an embodiment of the present invention.

FIG. 22 illustrates an example of a seller front page, consistent with an embodiment of the present invention.

FIG. 23 illustrates an example of a Cyber CMA Report, consistent with an embodiment of the present invention.

FIG. 24 includes a set of exemplary Query Rules used in an embodiment consistent with the present invention.

Page 16, please replace the paragraph beginning at line 21 with the following amended paragraph:

FIG. 1 shows a web server 10 connected to the Internet 16. The web server 10 comprises a web site 12 and various database, communications, and other applications 14 that assist in carrying out processes according to the present invention as described herein. The web site 12 comprises web pages 13, both static web pages and dynamic web pages. Static web pages are web pages that comprise a file consistently available at the web site 12 on the server 10. Dynamic web pages are web pages built by one or more of the applications 14 and provided as part of the web site 12. Generally, the dynamic pages are built by accessing one or more databases. The server 10 is in communication with various buyer list databases 26, including a buyer database 28, a tags database 30, and a views database 32. The server is also in communication with a

seller database 38, including a CMA property database, a seller account database, and an appointments database. These databases are discussed further below. As shown in FIG. 1, the server is also in communication with an appointments system 36.

Page 20, after line 17, please add the following new paragraphs:

FIG. 2A is an exemplary illustration of adding a buyer, consistent with embodiments of the present invention. An agent may add one or more buyers using the form in FIG. 2A. This Add Buyer form may be used to create or change a buyer account and allows buyer access by filling out a buyer profile form. Agents may add the buyer type 202 and decide whether the buyer receives a Buyer Report 204, or a Property Lookup 206. The agent adds profile information such as the buyer's name 208, address 210, city 212, state 214, zip code 216, home phone number 218, work phone number 220, fax number 222, pager number 224, and an e-mail address 226.

FIG. 2B illustrates an exemplary flowchart of adding a buyer by an agent, consistent with embodiments of the present invention. An agent may first login to the system to enter a Buyer profile or alternatively to enter a Seller profile. The submitted profile may then be analyzed. When the agent is satisfied with the results, the buyer profile is saved in the Buyer database 26. The seller profiles are stored in seller database 38. At the time a buyer profile is accepted and saved, the buyer is sent a message notifying them of their account. The system notifies the buyer or buyers that the web site was created for them by their agent and providing them with their respective user code and password (234).

In addition to adding personal information regarding the client (such as name, address, etc.), the agent includes in his clients' profiles important information regarding

the buyer or seller's property or desired property. For example, the agent when entering buyer information selects what features of the system the buyer will be able to use. The agent, for example might allow the buyer to use both the Buyer Report and the Property Lookup features. In a preferred embodiment, if the Buyer Report feature is not selected, the buyer can still receive a list of properties that the agent tags. The agent selects the type of properties the buyer is interested in, and the location of the buyer's interest. For instance the agent may enter a MLS area, from a table the system provides to the agent. The agent can add additional areas, or can select certain areas by, for example, sub-divisions or schools. The agent also selects the type of property of interest (.e.g. single home, townhouse, condominium, or all) and the size of the home of interest. The present invention preferably includes an advanced areas Wizard that allows the agent to follow a step by step process of selecting sub-divisions, complexes, or school districts, by means of example only. The agent can also select only certain counties as of interest to the buyer. In preferred embodiments, the agent can include more than one geographical selection (e.g. school division and county) so that only properties falling with both selections are listed. The agent also enters the price or price ranges of interest to the buyers. Preferably, the agent will also from a list of features identify those features that the buyer must have and those that the buyer would like to have. The invention preferably includes an extensive list of features, such as square footage, number of bedrooms, number of bathrooms, location, and so forth) that can be selected as must have or like to have.

Page 20, please replace the paragraph beginning at line 18 with the following amended paragraph:

Through the invention, after the agent enters clients such as buyers, the agent can then review the list of all of his buyers. A buyer information (or buyer list) webpage 39 is shown in FIG. 2C. The buyer information webpage 39 comprises potential buyer information 40 in summary format. The potential buyer information 40 shown in FIG. 2C comprises a grid of eight potential buyer names 41 (the names entered earlier by the agent) and summary information associated with each of the eight potential buyer names 41. The pre-stored format is stored on the server 10. Database applications and web-page construction applications 14 carry out the accessing of data in the databases 26 and the construction of a web page.

Page 21, please replace the paragraph beginning at line 3 with the following amended paragraph:

The code for constructing the format comprises code for constructing a grid as shown in FIG. 2C. Moreover, the format provides that the summaries or names in the buyer name column 50, the new activity column 52, the new tags column 54, and the new views column 56 comprise hyperlinks to associated web pages.

Page 21, please replace the paragraph beginning at line 7 with the following amended paragraph:

Referring to the buyer name of Jennifer Gray as an example in FIG. 2C, the potential buyer information 40 comprises a potential buyer name 42 and a new activity summary 44 associated with the potential buyer name of Jennifer Gray 42. The

information 40 also includes a new tags summary 47 associated with the potential buyer name of Jennifer Gray 42, and a last login summary 48 associated with the potential buyer name of Jennifer Gray 42.

Page 22, please replace the paragraph beginning at line 9 with the following amended paragraph:

In the embodiment shown in FIG. 2C [[5]], the new activity summary 44 associated with Jennifer Gray indicates that fourteen properties that fit the profile of Jennifer Gray have been modified (i.e., added to the database or changed in the database, such as a price change) since the agent's last view of the new activity web page, and that the first date on which such a modification occurred is October 11, 2000. Thus if the agent last viewed the new activity web page associated with Jennifer Gray on October 3, 2000, and fourteen properties have been modified in the property database (e.g., new listings, drop in price, and alterations to price) since October 3, and the first of those modifications occurred on October 11, 2000 (i.e., all fourteen modifications occurred on or after October 11), then the new activity summary 44 of Jennifer Gray would be as shown (14 [10-11-2000]).

Page 23, please replace the paragraph beginning at line 7 with the following amended paragraph:

In another embodiment, the new activity webpage comprises a list of properties meeting the buyer's property type, area, price range, and "Must Have" property features. The system may allow the agent and/or buyer to evaluate each property feature indicating if they 1) Don't care about a feature by leaving it blank; 2) Really want

the feature but will consider houses without that feature by indicating it's a "Like to Have" feature; and 3) Won't consider houses unless they have the feature by indicating it's a "Must Have" feature. Properties with all of the buyer's "Like to Have" features in addition to the meeting the type, areas, price range and "Must Have" features requirements are considered "Perfect Matches."

Page 23, please replace the paragraph beginning at line 15 with the following amended paragraph:

When preparing the buyer information webpage 39, the server 10 constructs the new activity summary 44 by accessing the buyer database 28 which includes the date on which the agent last accessed the new activity webpage associated with Jennifer Gray, and then accessing the property data database 24 to determine the number of properties that meet Jennifer Gray's profile that have been added or changed since that date. The MLS database 22 and the property data database 24 includes a date stamp indicating the date a particular property profile was added or changed. Once such dates for the properties meeting Jennifer Gray's profile and number of new activity (post-web page viewing) listings meeting Jennifer Gray's profile are identified, the server 10 selects the earliest of the dates as the number to place in the new activity summary, and the server 10 places the number and the date in a hyperlink, and provides the summary 44 in the new activity column 52 as shown in FIG. 2C.

Page 24, please replace the paragraph beginning at line 5 with the following amended paragraph:

When viewing property summaries for a particular buyer name, the agent can “tag” certain properties of interest. For example, when viewing the new activity web page for Jennifer Gray shown in FIG. 3, the agent can click a “Tag” check-box 72 associated with a particular property. By tagging a particular property, the property is added to a list of tagged properties for Jennifer Gray. The buyer can also tag properties as the buyer reviews available properties. In the embodiment shown, when a buyer “tags” a property, an e-mail alert is sent to the buyer’s agent notifying the agent that the buyer has tagged the property. Additionally, when the agent “tags” a property for a buyer, an e-mail alert is sent to the buyer notifying the buyer that the agent has tagged a property.

Page 25, please replace the paragraph beginning at line 3 with the following amended paragraph:

Referring to FIG. 2C, the new tags summary 55 comprises a new tags number 57 indicating the number of properties tagged by Mary Doe using an online property information viewing system accessible by Mary Doe since a previous view of the new tags web page associated with Mary Doe (shown in FIG. 4). When preparing the buyer information web page 39, the server 10 constructs the new tags summary 55 by accessing the buyer database 28 which includes the date on which the agent last accessed the new tags web page associated with Mary Doe, and then accessing the new tags database 24 to determine the number of properties that have been tagged by either the agent or Mary Doe in associated with Mary Doe’s profile since that date. The

server 10 then determines the date of the earliest-tagged property since the last time the agent examined the new tags web page associated with Mary Doe. Only the properties tagged by the agent when working with Mary Doe's profile are included (i.e., the properties tagged by the agent when working with others' profile are not included). The properties tagged by the agent for other buyers are not included in Mary Doe's list. Once the date of the earliest-tagged property and number of new tags have been determined by the server 10, the server 10 places the number and the date in a hyperlink, and provides the summary 55 in the new tags column 54 as shown in FIG. 2C.

Page 25, please replace the paragraph beginning at line 21 with the following amended paragraph:

Referring to FIG. 2C, the new tag summary 54 for Mary Doe indicates that one property has been added to the new tags database by the buyer since the last date the agent viewed the new tags web page associated with Mary Doe. The summary 54 also indicates that October 10, 2000, was the date on which Mary Doe tagged the property. The October 10 date is the date of the earliest changed information after the last view of the web page.

Page 29, please replace the paragraph beginning at line 1 with the following amended paragraph:

Referring again to FIG. 2C, when the server is creating the web page 39, the server creates a new views summary for each buyer in the buyer list for which there are new views. For example, the Mark and Mary Jones user has carried out new views not

viewed by the agent, and a new views summary 64 is created for Mark and Mark Jones. The new views summary 64 comprises a new views number 65 indicating the number of properties viewed by Mark and Mary Jones using the online information system since a previous view of the new views web page 98 associated with Mark and Mary Jones (shown in FIG. 7).

Page 29, after line 8, please add the following new paragraphs:

FIG. 6A illustrates a portion of an exemplary property detail page, consistent with embodiments of the present invention. In addition to the normal property information such as listing details, property photos and a map showing the location of the property, the system may provide additional reports including an area sales 602 report and loan report 604. An area sales report 602 automatically finds sold properties in the area around the property being viewed, without requiring the user to define search criteria. The area sales 602 may provide an idea of the price range of the surrounding properties and may also show re-sales of neighboring properties providing an indication of area price appreciation. Loan report 604 may estimate principal, interest, taxes, and insurance (PITI) for the property being viewed. It may also provide taxes and insurance, and other expense estimates.

FIG. 6B illustrates an exemplary webpage allowing a buyer to enter search criteria and conduct a search for properties, consistent with embodiments of the present invention. To initiate a search, the buyer enters search criteria by, for example, choosing between Target Price 610, Price Range 612, Sub-Division 614, Street Name 616 and MLS Number 618.

Target price 610 finds properties closest to the price the buyer enters in search box 620. Buyers may enter the appropriate price of the property they want to locate and the system automatically creates a range that locates properties that are close to that price. A buyer may use the Property Lookup to see how much of a house they can buy, i.e., comparably priced properties. Price Range 612 finds properties priced between the prices the user enters in search box 620. Sub-Division 614 and Street Name 616 find properties with the Sub-Division name or Street Name the user enters, and the MLS Number 618 finds the property with the corresponding MLS number.

FIG. 6C illustrates a flowchart of an exemplary property search relating to FIG. 6B. A buyer may first select Property Lookup from the menu bar. When a Property Lookup request is received, the system queries the buyer database 28 for the buyer's MLS areas. Next it may query the MLS database 22 to determine counties corresponding to the buyer's MLS areas. A Property Lookup page, like that shown in FIG. 6B, is then returned to the buyer with the lookup counties indicated at the top of the page. When the buyer submits the Property Lookup form, the form is checked for completeness and returned to the buyer if any required information is missing. When the required information is submitted, the system queries the for sale database 24 for properties located in the counties indicated that match the query and provide the results to the buyer. The buyer can perform various searches and then review the results of the search. In a preferred embodiment, the Property Lookup feature is also available to agent's sellers, as well as to the agent.

In addition to tagging properties in the buyer report generated in response to criteria entered by the agent on the buyer's behalf, a buyer can tag properties he finds

using the Property Lookup feature. The properties a buyer tags will be added to the tagged list, and the buyer's agent will be automatically notified regarding the tagged properties, as explained above. The tagged property is stored in tags database 30. The method and systems of the invention preferably use highlighting or other indication to distinguish the tagging of properties by the agent from the tagging of properties by the buyer.

Page 29, please replace the paragraph beginning at line 1 with the following amended paragraph:

When preparing the buyer information web page 39, the server 10 constructs the new views summary 64 by accessing the buyer database 28 to determine the date on which the agent last accessed the new views web page associated with Mark and Mary Jones, and determining the date of the earliest of the new views that occurred after the agent last accessed the new views web page associated with Mark and Mary Jones. The server then accesses the new views database 32 to determine the number of properties that have been viewed by Mark and Mary Jones in association with Mark and Mary Jones' profile since the date of the last access of the new views web page. Once this date and number of new views have been determined by the server 10, the server 10 places the number and the date in a hyperlink, and provides the summary 64 in the new views column 56 as shown in FIG. 2C. In the new views summary 64, it is shown that eleven properties have been viewed by Mark and Mary Jones since the last date on which the agent viewed the new views web page. The earliest new view that occurred after the date of the last date on which the agent last viewed the new views web page is October 14, 2000.

Page 30, please replace the paragraph beginning at line 21 with the following amended paragraph:

The web page 39 shown in FIG. 2C also includes a last login summary for each buyer on the buyer list. The last login summary is shown in the last login column 58. The last login summary is associated with a potential buyer name, and comprises a date indicating the last time the person associated with the potential buyer name used the online property information system provided by the server. For example, the last login summary for Jennifer Gray 48 indicates that the last time and date that Jennifer Gray logged into the online property information system provided by the server was 11:10am on October 10, 2000. The last login summary for Mark and Mary Jones 66 indicates that the last login for Mark and Mary Jones was 12:37pm on October 26, 2000. If the person associated with the buyer name has not yet logged in, the last login summary indicates "Not yet," and if the buyer has not yet been given access to the online property information system, the login summary gives an indication, such as "- -," "Not Provided Access," or some other indicator.

Page 31, please replace the paragraph beginning at line 15 with the following amended paragraph:

As shown in FIG. 2C, and as described above, the buyer information web page 39 comprises a grid – a group of rows and columns. Each row is associated with a particular buyer name. The buyer names comprise hyperlinks that link to an options menu page for each buyer that links to reports and services for each buyer, or that links to other information about the buyer. The columns comprise a new activity column 52 which shows the new activity summary for each buyer, a new tags column 54

comprising the new tag summaries for each buyer, a new views column 56 comprising the new views summary for each buyer, and a last login column 58 comprising the last login summary for each buyer. Each of the summaries comprises a hyperlink that links to an associated web page.

Page 33, please replace the paragraph beginning at line 1 with the following amended paragraph:

Embodiments of the present invention offer seller ~~comparative market analysis~~ ~~(CMA)~~ functionality as well. Referring again to FIG. 1, after the agent 18 logs into the web site 12, the web site 12 receives an indication (e.g., by a hyperlink) that the agent 18 would like to access the agent's CMA list. Upon receiving the indication, the server 10 provides a ~~comparative market analysis (CMA)~~ list web page showing subject property information to the agent 18.

Page 41, please replace the paragraph beginning at line 5 with the following amended paragraph:

FIGS. 17-19B similarly comprise data tables associated with the CMA features of an embodiment of the system shown in FIG. 1. Like the tables of FIGS. 12-16, a column name (or data field name), data type, and data length are shown. In addition, a brief note about a some of the column names are made in relation to columns that are not immediately apparent from similar fields in FIGS. 12-16, or in context, or for which a brief description is helpful. FIG. 17 shows a data table of data located in the seller accounts database 37. The table comprises profile information about a seller, including a pointer to the CMA property profile associated with the seller. FIG. 18 shows a data

table located in the CMA Property database 39. The table comprises information about the CMA property, including its identification and the date the associated agent last viewed the area activity web page associated with the property. FIGS. 19A and 19B comprise a data table found in the property data database 24 which is used in carrying out the CMA functions. FIG. 19B continues the table shown in FIG. 19A.

Page 41, after line 18, please add the following new paragraphs:

FIG. 20 illustrates an example of integrated messaging, consistent with an embodiment of the present invention. Clients/Customers may communicate electronically with their agents anywhere, anytime without the use of an email account. Buyers and sellers are notified of new messages by a blinking envelope at the end of a menu bar (not pictured). In one embodiment, the subject line of the message is automatically filled. For example, when a client is viewing a property and sends a message to their agent, the subject line automatically fills with the street address of the property being viewed.

According to the invention, the agent or his buyers or sellers are provided with a Message Center when they log in. The Message Center is their personal post office. When the Message Center is opened, the messages received are displayed in a date sequence, with the last message received shown first. Messages from an agent's clients are received and messages to the clients are stored indefinitely, unless they are deleted or the client is removed from the system. The user can by clicking view either messages received or messages sent. Messages received are preferably displayed in date sequence, with the last message received shown first. New messages also are preferably displayed in bold type, to further simplify there identification. The system

preferably includes a New Message Indicator, such as a closed envelope, to visually alert the user of messages he has not seen. Messages are viewed by clicking on their subject link.

The Message Center preferably identifies old messages (e.g. by an opened envelop) and new messages separately. Old messages can be viewed again by clicking on the subject link. The Message Center preferably has a date column for each message, indicating the date and time messages were sent. Messages sent by an agent to a client also have a status line that shows whether and when a client opened and read a message, thereby providing valuable information to the agent. The Message Center preferably also includes a filter menu that will allow the agent to select whose messages he wants to review. This allows the agent to view messages sent and received from a particular client. The filter can also be used to view only new messages that the agent has not yet opened.

The invention in the preferred embodiment also allows the agent and his clients to enter and share with each other tasks to be completed, and due dates for such tasks. This is shown on web pages as a To Do List, in one embodiment. In a preferred embodiment, the agent or client can enter in the description box a brief description of the task, to be identified in a list to the other, and additional details can be entered in the details box. A due date menu allows the user to select when a task is due, by either selecting options (such as today, tomorrow, etc.) or enter the specific due date and time. When a project is completed, the user can "close" the task. If a task is not closed by its due date, the agent and/or client will receive a reminder notice. The user can select either open or closed tasks, and the invention preferably includes filters that allow

the user to switch, for example, between all tasks, current tasks, and past due tasks. In the preferred embodiment, the tasks are arranged in date sequence, with past due tasks shown first. Task with due dates approaching, can also be highlighted, and the agent or his client can also edit the tasks, or change the due date. The system also includes a reopen feature that will allow the agent or client to reopen tasks that were thought to be completed and therefore were closed, but were later found to require additional work. Closed tasks are preferably saved for a preselected period of time, e.g. 30 days, so allow the agent of client to review the tasks and check when they were completed.

In a preferred embodiment, the systems and methods of the invention are incorporated into an Server system in which agents, buyers, and sellers can access the system through the Internet. In a preferred embodiment, when the agent logs into the system, he is provided with a LbAgent page. From that page he can select a variety of options that might include, for example, Frontpage, Buyer Services, Seller Services (also at times referenced in this application as CMA page), Message Center, To Do List, and Help. The agent's web page preferably allows the agent to send or review messages from any of these options. The agent's web page also displays the agent's account information, including the last login by the agent. The agent has an inbox that identifies messages received, as well as projects approaching a due date. In the preferred embodiment, a flashing envelope is displayed in a prominent place on the web page, to identify to the agent any unopened new messages from his clients. The agent can then open the message, even if he has not activated the Message Center. Sellers and buyers of the agent are provided similar webpages and options, as disclosed in this

application. The agent can decide what options his clients (sellers or buyers) or other persons that he grants access (customers) can use, when they log into the system. By means of example, the agent can activate or not allow his clients to tag properties or to perform their own searches. The system in the preferred embodiment also will provide more information to actual clients (having a contract with the agent) than a customer or potential client. For example, a customer might be restricted from viewing information such as days on the market, price history, property notes, tax value or rate, and area sales.

Applicants include the following summary of an embodiment of the present invention to further explain and describe the methods and system of the invention.

As explained above and below, the present invention provides a system and method that enables real estate agents to create interactive, multi-dimensional, property information web sites for themselves and their respective buyers and sellers. The web sites are automatically updated and maintained and deliver a unique array of property information and messaging services that link buyers and sellers to their agents. The methods and systems of the invention thereby increase the effectiveness and efficiency of agents and their clients who have access to the system. In the preferred embodiment, the users can access the system through the Internet from any location where a user has a computer with Internet communication capabilities.

In a preferred embodiment of the methods and systems of the present invention, the process server of the system is periodically updated, preferably several times a day. In that operation, the system connects periodically to a Master Property Database (such as Multiple Listing Service) to retrieve property information that was added or changed

in the outside database. The retrieved information is processed and integrated internally into the For Sale Database and the Sold Databases of the system. The For Sale and Sold Databases are included in the Property Data 24 shown in FIG. 1 and are available for searching by the system, as it operates. The agent and his clients (buyers and sellers) can initiate searches through the databases, and the databases at times automatically are searched by the system, as the system updates information or responds to logins or requests from a user.

The system of the present invention creates a number of internal databases that are generated, updated, and accessed during its application and use. In a preferred embodiment, these internal databases include, for example, a For Sale Database of properties for sale, a Sold Database of Properties sold, an Agent Database of agents and their profiles, a Sellers Database of sellers and their profiles, a Buyers Database of buyers and their profiles, a Message Database of messages to and from an agent, and a To Do Database of calendared projects created by agents and their clients.

According to the invention, an agent can provide access to all of his or her active buyers or sellers. The agent grants access to an agent's client by placing profile information regarding the client into the system, to set up an account for the client. The profile information included for a particular client can include the client's name and address, phone number, and email address. The information can further include a seller's property, the type of property a buyer's is looking for, the geographical areas of interest, the price range, and other feature criteria, including "like to have," and "must have" features. The agent can either allow, or not allow, a given client access to account features, such as a Buyer's Report (the report of properties falling within the

criteria), or a Property Lookup feature (allowing a client to perform his or her own searches), or the appointments feature. In a preferred embodiment, the systems and methods of the present invention in turn notify the buyers and sellers that their accounts have been created and give them their respective logins and passwords. The system creates data for each individual buyer and seller. The agent and his client (buyer or seller) can access the information on these databases, at their respective individual convenience. Moreover, both the agent and client can review the databases and information at the same time and activate various system features, while they both are viewing the resultant webpages.

When an agent logs into the system, the system in a preferred embodiment queries the Agent Database to determine the agent's last login, the Message Database to identify new messages to the agent, the appointments database to check for appointments, and the To Do Database to check for any items requiring action. The agent can activate any of these features to view specific reports. For example, if the agent wants to review buyer information, he selects Buyer Services from the menu bar. In a preferred embodiment, the system then provides the agent with the option of viewing a variety of reports, such as a Buyer's Report, or a Viewed List, or a Tagged List, or a Buyer Profile.

If the agent activates Buyer's List, the system reviews the Buyer Database and provides the agent with a listing of each buyer, the buyer's last login, and the last time the agent viewed the Buyer's Report or the Buyer's Viewed List, or the Buyer's Tagged List. The Buyer's List for each buyer gives the agent the number (and earliest date) for any updates since the last time the agent viewed the information, any new views by the

buyer, or any new tags by the buyer. It also provides the last login for the buyer. In a preferred embodiment, the system automatically queries the For Sale Database and identifies to the agent the number of properties that both match a given buyer's criteria and were added or changed since the agent last viewed the Buyer's Report. The system, after querying the User Database, preferably identifies to the agent the number and identity of properties viewed by the buyer since the agent last looked at the buyer's Viewed List. The system similarly identifies the count and identity of properties tagged by the buyer since the agent last viewed the buyer's Tagged List. The system also indicates who (the agent or the buyer) tagged the properties,

If an agent activates New Activities for a given buyer, the system will provide a report that highlights and places at the top of the list all of the New Updates (newly added properties or changes in property information previously on the list) so that the agent can immediately be aware of these changes. The system preferably marks these highlighted properties as either new or changed, to assist the user in his review.

If an agent activates the New Views for a given buyer, the system will identify to the agent any properties that the buyer has viewed and place those properties at the top of the list and highlighted. Similarly, if the agents activates the New Tags for a given buyer, the system will identify and place at the top of the list and highlight properties that the buyer has tagged. The Last Login feature will advise the agent of the last time the buyer used the system. The system also allows the buyer to request that his existing search criteria be changed by the agent, and this request is sent to the agent. All of this information will educate the agent about his buyer and allow the agent to better serve the buyer and find a property that the buyer will purchase.

As shown in FIG. 3, the information provided in a Buyer's Report can include, for example, a property's address, sub-division, levels, bedrooms, baths, age, square footage, and price. The report preferably indicates whether the properties are actively on the market, or are pending a sale, or have been sold. As shown in FIG. 4, a user can request and review a list of only those properties, and their features, that have been tagged.

As shown in FIG. 6, a user can also view a given property and thereby receive a photograph of the property. In a preferred embodiment, additional information regarding the property is included with the view. Such information can include the area, the multiple listing number, the age, levels, square footage, price, bedrooms, heat, type, style, exterior, acreage, \$/sq. ft., baths, water, parking, and any other information in the databases.

In a preferred embodiment of the invention, actions taken by the agent and the buyer are recorded, for future use. When an agent, buyer, or seller logs into the system, the date of the login is recorded. When a buyer views a given property, that choice is monitored and recorded. In addition, a user can tag a property that he likes, by clicking on the Tag It link associated with a property. The system checks the Userstate Database and updates it to indicate who (agent or buyer) tagged a property, and when. If a viewed property was not previously in the Buyer Report list, a new record is created with the buyer's identification, the property multiple listing number, and a time stamp. When the property listing is tagged, different tag markers are used, one to indicate that the agent tagged the property and another to indicate the buyer tagged the property. If the buyer tags the property, the system preferably sends a message to

the agent, indicating that the buyer tagged a property. Similarly, if the agent tags the property, the system preferably sends a message to the buyer, providing notice. Both the buyer and agent can untag a property.

Under the systems and methods of the invention, the agent can provide his buyers or sellers with comparables for a property, either through reports provided by the agent to his client buyers or sellers, or through search features that the buyer and seller can use to perform their own searches, or both. The agent or his clients can obtain comparables of "for sale" or "sold" properties through an automatic search feature, where the search is performed in response to criteria entered by the agent, seller or buyer, in response to selections provided on the user's web pages. The user selects criteria to be used in the search, and the server then searches through the property database to provide the results. The "for sale" comparable feature in response provides the user with a dynamic listing of comparable "for sale" properties, from which the user can review or view detailed information by clicking properties of interest. The "sold" comparable feature provides a similar dynamic listing of "sold" comparables. The agent, buyer, or seller also can perform Property Lookup searches, as explained previously, to find additional properties that might be a good comparables.

The agent, buyer, or seller can select, from the properties found through one or all three of these searches, the specific property comparables that he wants to use as a comparable listing to assist him in the real estate process. The agent, seller, or buyer can then use a Cyber CMA feature to take the selected comparable properties to create a report that identifies not only the "for sale" and "sold" comparables and their characteristics, but also relevant financial information to provide averages and even a

proposed selling price, or selling price range, or offering price, or offering price range.

Thus, the user, can use the resultant information to assist him in selecting a potential offering price by the buyer or listing price for the seller.

FIG. 21 by way of example, illustrates a web page of an agent showing comparable features available to the agent. As shown, the agent by going to a specific property on his CMA list can activate For Sale Comps, Sold Comps, Property Lookup, Cyber CMA Report, Edit CMA report, or Give CMA. Fig 22 illustrates a front page of a seller and show that the seller similar can activate For Sale Comps, Sold Comps, Property Lookup, and Cyber CMA. The buyer has front page with similar features.

To obtain a "for sale" or "sold" comparable, the user fills out a form and identifies a property by its multiple listing number, or by its address. Through the form, the user can select criteria for the search and thereby limit the search to properties listed or sold within a specified period of time (e.g. within 6 months or a year) or within specific geographical areas or within certain price ranges. The user can further limit the search to properties of a certain size or having certain features. Once the form is completed, the profile is assigned an ID number and added to the CMA Database. The system then queries the For Sale Database to obtain a "for sale" listing of comparables or the Sold Database to find a list of "sold" comparable properties. The Query Rules applied by a preferred embodiment of the present invention are shown in FIG. 24, by way of example.

The search results are provided to the user, preferable in a dynamic listing that provides a general overview in the list or table. The system in a table can for each property provide valuable information such as the properties' identification, location,

levels, number of bedrooms, number of baths, age, sq. footage, listing price, sales price and so forth. The user can click on individual properties on the list to view the properties and learn even more about the specific characteristics of properties of particular interest.

The methods and systems of the present invention preferably provide the agent with a comparative market analysis list of each property for which he has performed a search to find comparables for that property. The list, for example, would include the identification of the property, and preferably its owner, a CMA identification number, and a New Activities and New Sales feature. The system preferably indicates the last time the agent viewed the respective properties' "for sale" and "sold" comparables. The system, when activated by the agent to pull up the comparative market analysis for a property on the list, preferably will automatically query the "for sale" and "sold" databases to find properties that match the criteria used to provide the previous comparables, to thereby identify to the agent additions or changes, and the oldest dates of such additions or changes, again similar to the buyer list. The new or changed properties are highlighted on the resulting updated list. By clicking the New Activities feature, the agent can quickly learn or any new additions or changes to "for sale" properties. By clicking on the New Sales feature, the agent can quickly learn of new sales or pending sales.

In a preferred embodiment of the invention, a comparable report provided by the invention, called Cyber CMA Report, is available to both the client and the agent through the invention. The agent or his client first selects properties from his previous searches to be included in the Cyber CMA Report. When the Cyber CMA Report

feature is activated, the system then obtains information regarding these selected properties from the property databases, analyzes the information, and prepares a report that identifies the properties and provides statistics and/or graphs. In a preferred embodiment, the Cyber CMA Report lists several For Sale comparables and provides along with the specifics for each comparable, the average list price, average \$/sq. ft., days on the market, and average market time for those properties. It does the same for a separate list of Sold Comparables. An example of such a CyberCMA Report is shown in FIG. 23. As shown, that report also provides the user with "low price," "average price," and "high price" ranges, based on the properties selected for inclusion in the Cyber CMA Report.

In the preferred embodiment of the invention, the agent's seller is also provided with a Sold Comps feature. The seller can select Sold Comps from the menu bar, and a list of properties comparable to the seller's property is returned. The invention provides this list by retrieving the seller criteria entered by the agent and querying the sold property database available to the server. The invention preferably arranges the properties in the order of comparability to the seller's property. Recent sales not previously viewed are highlighted.

The system also provides the agent with a record of every message sent to or received from his clients. The system tracks when messages were sent and received, and records when they are read. Once an agent logs in, he can activate the Message Center. The system queries the Message Database for a list of messages received by the agent and queries the User Database for the names of the buyers and sellers that sent the agent messages. The messages are then reported by buyers and sellers. The

agent can also request to see the message that he sent, or that he hasn't opened. The agent can request only previously viewed messages, or messages received from a particular buyer or seller.

The method and system of the present invention preferably provides an inbox for the agents, sellers, and buyers. For example, the inbox of the agent preferably notifies the agent of messages from his client, properties a client tagged and items in his To Do List. In boxes for the seller and buyer provide similar notices and information.

An important feature of the present invention is that the system is available not only to the agent, but also to his clients. A buyer or seller accesses the system by entering his user code. The system is activated and a front-page is then sent back.

The Buyer's front page, for example, informs the buyer of any criteria change to the buyer criteria entered by the agent, any New Messages, any Tagged Properties, and any To Do items. In a preferred embodiment, the buyer is provided with his last login date, the last time the agent changed any criteria, new messages from the agent, new tags of properties by the agent, and any items requiring the buyer's attention.

The buyer can review the list of properties matching the criteria entered by the agent by selecting Buyer Report from the menu bar. The system then retrieves the buyer's criteria from the Buyer Database and queries the For Sale Database to provide an updated listing of properties matching the buyer's criteria. The properties are arranged in an updated order with the most recent properties on top. New and changed properties not previously viewed by the buyer are marked by highlighting. If, for example, the price or description of a property changes, the "changed" property will be placed at the top of the list and highlighted. In a preferred embodiment, Properties

matching the buyer's Must Have and Like to Have features (entered by the agent) will have a Smile Face or similar designation added to the beginning of their address, indicating a "perfect" match. The properties on the list are also checked against the list of tagged properties stored in the buyer's profile, and a Tag Marker is added to the display line.

After viewing the properties on the Buyer Report, the buyer can clear markers, so that when he requests an updated Buyer Report at a later time, only the most recently changed, new, or tagged properties will be marked. As shown in FIG. 6a, the buyer in a preferred embodiment of the invention can request a Photo Report, Area Report, or Loan Report for each property on the list.

In addition to reviewing Buyer Report properties selected according to the criteria placed into the system by his agent, a buyer can use the system to perform a Property Lookup search. The buyer selects the Property Lookup from their menu bar and then fills out his desired search criteria on a form. For example, the buyer can input selected criteria, such as target price, price range, sub-division, street name, or MLS number. The system then queries the Buyer Database for the buyer's MLS area and also can query the For Sale Database, to locate properties that match the criteria entered by the buyer. The search results are provided to the buyer in a form like that of the Buyer Property List, and the buyer can view, tag, and study properties in the same manner as properties on the Buyer Property List. The buyer can tag any properties of interests, and the agent will be automatically notified that the buyer tagged a property.

As a buyer considers properties, he can obtain additional information about a property. For example, a buyer can request a Price History Report. The system

queries the For Sale Database and provides the buyer with for the property's address, current price, last price change date, previous price, and initial listing price. The buyer can also learn how many days a property has been on the market. The buyer can also request an Area Sales Report, and the system searches the Sold Database for properties sold in the same area during a selected time frame, such as six months, a year, or two years, and so forth. The buyer can also obtain a Loan Report. The Loan Report, for example, accepts the listed price and provides loan information. For example, the Loan Report can provide the user with the loan information based on a 5%, 10%, and 20% down payment. The report can also provide tax and insurance costs. The buyer can also activate a To Do List function and review or enter projects (and relevant dates) that need to be completed during the home buying process.

The invention allows the agent and his client to share information. For example, as the buyer uses the system and reviews property and information, the buyers can review the buyer criteria placed into the system by the agent, including the "Like to Have" and the "Must Have" features and request that the agent make changes. A message is sent to the agent, who in a preferred embodiment is the only person authorized to make the changes. Through this system, the buyer can reassess what is important to him, and the agent will become aware of the buyer's current thinking and requirements.

As shown in FIG. 11, the system can provide an agent with a Seller List that can identify all of the seller properties, along with any appointments, any seller accounts associated with the property, and the last login.

When a seller logs into the system, the system queries the Seller Database to determine the seller's menu bar format and last login. The Message Database and the To Do Database are checked for any items requiring attention, and the resulting information is received by the seller. If the seller wishes to review Comparisons, she can select For Sale Comparisons or Sold Comparisons and receive reports. Any new or changed properties not previously viewed by the seller are highlighted. The seller, like a buyer, can also select Property Lookup, fill out search criteria, and receive and review For Sale or Sold properties matching her criteria.

The Seller can also select Cyber CMA from the menu bar and receive the Cyber CMA report from the CMA Database. The seller can view detailed reports on each comparable, including, for example, a photograph of the property, its address, the geographical area, the age, exterior, levels, square footage, price, bedrooms, heat, basement, MLS#, style, acreage, \$/sq. ft., baths, water, parking, and so forth. In addition, when the seller reviews the results of a Property Lookup search, she can add properties she selects into her Cyber CMA Report, as well as remove properties from the report.

The CMA and Buyer Report service provided by the present invention allows agents to authorize and review the information the sellers or buyers receive and work with his clients efficiently. An agent can send and receive information that his clients can review at any time and place. The agent can make online presentations to buyers or sellers. For example, if the client is not satisfied with the report CMA property list they receive, they can review the For Sale Comps and Sold Comps online with the agent and add or remove CMA properties until they are satisfied with the reports. If the

agent is reviewing the CMA with clients, they can tour the report properties and discuss why each property was selected for the report. The agent and buyer can similarly review Buyer Reports together, review relevant information, revise the buyer's search criteria, perform new searches, and review the newly acquired information.

The system facilitates virtual tours of properties regardless of where the viewers and agents are located. For example, an agent in city A and a wife in city B and her husband in city C can all view the same list of properties at the same time. If the agent does a conference call, he can take the couple on a virtual tour by directing the couple to properties to view. In the preferred embodiment, the system allows multiple users to view a property list at the same time. Each user is given control of the viewing process, but viewing can be coordinated since the list on their respective computers will have identical property information and are arranged in the same order.